1	to find out what needed to be in the public fife.
2	Q But then you would have to go physically
3	someplace else to actually look at the public file to
4	see what was there?
5	A Right. The public file was located out the
6	door and down the hall in the open space, toward the
7	rear of the open space there at the radio station.
8	Q So after you would look at the binder you
9	would then get up and go down the hall and look at the
10	public file, or how did that work?
11	A My memory is I referred to the binder there
12	in my office. It was the other document, the NAB
13	document, that was more limited in scope. It was
14	literally a two or three page document. This document
15	is pretty big. It was a binder about that thick.
16	Q So the document that you're thinking of is
17	not only the document we're looking at, but there was
18	a good deal more? This document I'm showing you, I
19	think there was 82 pages to it, and when you make
20	reference to the binder and that it was fairly
21	sizeable, are we talking about something that has a
22	lot more than 82 pages in it?
23	A I'm not sure if I'm following. This
24	information was located in a green binder. There were
25	other resource materials that I had available. One
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1	was a memo from the NAB that was it had a similar
2	listing as what's listed here and it was really easy
3	to read. Actually, it was the one that was with the
4	headline what you need to keep, what you need to toss.
5	MS. REPP: May I interject that this is an
6	excerpt that was produced here from what is a green
7	binder about an inch and a half to two inches wide.
8	MR. SHOOK: I may not have what you're
9	thinking of.
JO	MS. REPP: This?
11	THE WITNESS: That looks really familiar.
12	BY MR. SHOOK:
13	Q This has SFUSD-271 through 276. I'm going
14	to shortcut this a little bit. On the top it has
15	typed in here Dated Material, for Historical Purposes
16	Only. If you look through this, there are references
17	that would suggest that this document was not the
18	document that you would have seen if you would have
19	seen if you had looked at something prior to preparing
20	the renewal application, because the timing of this is
21	a little bit after that.
22	A What I remember about this is that the
23	formatting, the headline, again the simple, easy-to-
24	read and scan, the way it's laid out. It looks very
25	familiar to me.

So this is a document similar to the one 2 that you had looked at when you were referencing what it was that you were to do with the renewal 3 application, and more particularly, what it was that 4 needed to be in the public file? 5 A Correct. 0 For example, with respect to looking at what's marked as SFUSD-272, the second box makes 8 9 reference to quarterly issues programs lists. Then it 10 talks about the retention period. Apparently, the 11 retention period for this is the term of license, so 12 it would have been eight years. In other words, there could have been, depending on how long the license had 13 14 been held, an awful lot of reports. Is that something 15 that you remember looking at prior to filling out the renewal application? 16 Α I'm not sure if I understood your question. 17 Well, one of the things that you mentioned 18 when you were talking about was your understanding of 19 20 what was supposed to be in the public file relative to issues programs lists, and that understanding, if I 21 remember right, seems to be a little bit different 22 23 than what this box is talking about. You were talking about, if I remember right, that the issues programs 24 25 lists that you had to be concerned about were those

for programs that ran during your tenure as general 1 manager. Am I remembering what you said correctly, or 2 did you not? 3 I thought I was responsible for making sure Α 4 that the file was complete, meaning that for the 5 programs that covered issues that were of public 6 7 interest for the time that I was general manager and 8 for the time before I was general manager. All the way back to the beginning of the 9 license term? 10 Correct. 11 So you understood that the requirement was 12 for the license term and not just for the period of 13 time when you were general manager? 14 Correct, but that during the time that I was 15 general manager I undertook activities to make sure 16 17 that the file was complete for the license term by going to the producers and asking them to put into the 18 public file the lists for the years before. 19 You had mentioned John Covell as one 20 producer. Would there have been other producers that 21 you would have approached? 22 There could have been. I don't remember Α 23 exactly. 24

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You remember Covell?

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1	A Yeah, I remember Covell, because he was good
2	to work with. He was on the ball, easy to work with,
3	very cooperative. There were other programs that the
4	station had on the air that also covered issues that
5	were in the public interest, like we had a legal
6	program on where Chuck Finney, an attorney, would go
7	on the air and take telephone calls from listeners.
8	Q I think it was called Your Legal Rights?
9	A Yeah. We had another program called Work
10	with Marty Nemko, a call-in program that we actually
11	started after I got to the station. It was a new
12	program where he took listener calls about workplace
13	issues. I don't have a distinct recollection of
14	working with those producers, to put their lists into
15	the public file.
16	Q So Covell, you remember asking the legal
17	person whose name just slipped by me. His name was
18	again? Chuck Finney?
19	A Chuck Finney.
20	Q You don't remember speaking with him?
21	A No, I don't. I really don't remember.
22	Q And Marty Nemko, you don't remember speaking
23	with him and asking him to prepare lists?
24	A No, I don't remember.
:5	Q Other than Covell and Finney and Nemko, were
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there other producers that you would have or could 1 have approached and asked them about preparation of 2 public file material? 3 Yeah. We had a local program, a local produced program that aired in the middle of the day 5 or right after Fresh Air I think. It was called Open 6 7 That program was hosted by Alan Farley and by Michael Johnson, and they would regularly bring in people to interview. That's one of the programs I 9 remember. I'd have to have a schedule in front of me 10 11 to look at the other programs. 12 Did you ever prepare or have you prepared 13 issues programs lists relative to NPR programming? I don't remember. 14 Now, the next page that I have clipped is 15 SFUSD-273, and the portion that I have clipped refers 16 17 to annual ownership reports and ownership-related documents. Do you recall reading that and then taking 18 19 any steps prior to completing the renewal application 20 in terms of putting ownership material in the file? I know that I attached to the renewal 21 22 application form an ownership form. I don't think it 23 was a report. It was a form where we listed -- where I listed -- the station's ownership, you know, the 24

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school district and then the board members. I think

25

- there was some other information on there related to
- 2 contracts or relationships that the station has or the
- 3 school district has with other organizations. That's
- 4 what I remember relating to that.
- 5 Q Now, at the bottom of SFUSD-274 and carrying
- 6 over to the top of SFUSD-275, there is a little
- 7 paragraph about quarterly issues programs lists.
- 8 Could you read that to yourself, please, and then tell
- 9 me whether this was something that you had read prior
- 10 to completing the renewal application?
- 11 A I don't remember reading this, though given
- that I had this document in front of me, I must have
- 13 read that.
- 14 Q But you don't remember right now?
- 15 A Right.
- 16 O Going back to what would have been in the
- 17 big green binder, at page SFUSD-55, the second
- 18 paragraph on that page refers to problems programs
- 19 list. If you could read that paragraph to yourself
- and the two paragraphs that follow. Were these
- 21 paragraphs that you had read prior to filling out the
- 22 renewal application?
- 23 A You know, I don't remember specifically
- 24 reading this paragraph, but given that I used this as
- a resource, then I would have read that.

1	Q Moving to the next page, the SFUSD-56,
2	underneath Period of Retention for Ownership
3	Information, it speaks in terms of how long such
4	material needs to be in the public file. Did you read
5	through that prior to filling out the renewal
6	application?
7	A I don't remember reading through this period
8	of retention section.
9	Q Then this particular section reads Top
10	Priority Items for the File. It begins on SFUSD-57
11	and carries over to page 58. The portion that I have
12	clipped concerns ownership documents. Is this
13	something that you had read prior to filling out the
14	renewal application?
15	A I don't remember reading this section
16	either.
17	Q I'm going to jump back to the declaration
18	that we had been talking about before we broke for
19	lunch. This time I'd like you to read through
20	paragraphs 11 and 12, and then I'll ask some questions
21	about those. Now, with respect to paragraph 11, we've
22	talked at length about how this was the first renewal
23	application that you had to fill out and that all of
24	this process was relatively new to you.
25	The third sentence of paragraph 11 speaks in
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1	terms of, "My understanding of what information was
2	required to be required and certified was not
3	complete, and I believe I may have misunderstood what
4	was required in completing Section 3, Questions 1, 2
5	and 3." Can you step back in time and try to
6	reconstruct for us what it was you think you may have
7	misunderstood, especially with respect to Question 2?
8	A What was Question 2?
9	Q Question 2 was about what was to be in the
10	public file and whether it had been placed there at
11	the appropriate times as required by the rule.
12	A So what was the question?
13	Q If you could step back in time, you make
14	reference there that you may have misunderstood what
15	was required to be there. At the time you signed this
16	declaration, what understanding did you have in terms
17	of what was supposed to be there?
18	A I think in my mind what I think
19	conceptually in my mind, my understanding was that the
20	station needed to convey in its public files a sense
21	that it was providing programming as a service that
22	covered issues that were in the public interest. So
23	when I approached the producers and asked them to put
24	into the public file a record of the programs that
25	we've produced that show that we have been producing

- programming that covered issues that were of 1 2 importance to the community we serve, that was the concept that I had in my mind. The other concept was, whoa, this stuff 4 isn't in the file, we need to make it complete. I was 5 working very quickly, too, you know, given that there 6 were other priorities at the station. One, we needed 7 8 to increase our listenership and increase the portion of our funding that didn't come from the federal 9 government as quickly as possible, because the year 10 that I got to the station the Corporation for Public 11 Broadcasting had just put in place new criteria to 12 continue to receive federal funding. 13 So I was spending a lot of my time making 14 programming changes, figuring out how to raise more 15 money, working the bugs out of the station move, so I 16 was working very quickly at the time and as best as I 17 could, working with the concepts that I understood. 18 So I think that in my mind, that was the understanding 19 that I had. 20
- 21 Q You mentioned today that you now realize
 22 that the box that you should have checked was the "no"
 23 box instead of the "yes" box with respect to Question
 24 2. Is it so that that understanding only came after
 25 you left KALW's employ?

2	when I filled out the application.
3	Q Now, moving on to paragraph 12, the very
4	first sentence reads, "With respect to the response to
5	your Question III(2), I had conferred with
6	communications counsel regarding what was required to
7	be in the public files and with respect to response to
8	this question." Which communications counsel had you
9	spoken with conferred with?
10	A Our FCC attorney at the time was Ernie
11	Sanchez.
12	Q Is he the person being referred to here?
13	A I don't remember. I don't remember if he's
14	the person I'm referring to there, but he would have
15	been the only counsel that I would have referred to.
16	I don't remember, but it would have it could have
17	only been Ernie that I'm referring to in that
18	sentence.
19	Q Well, there was this other person, Susan
20	Jenkins I think her name was. Her name also appeared
21	on pleadings, but I guess she was, what, an associate
22	of his?
23	A Yes, Susan worked in Ernie's office, so when
24	I refer to Ernie Sanchez, I mean the law firm of Ernie
25	Sanchez that

Yeah, because I believed that I was right

1 A

Sort of like the royal "we"? 1 2 The law office of Ernie Sanchez, to my understanding, was the station's FCC attorney. The 3 other thing, not having any experience working with attorneys, especially in this respect, again it was an 5 area where I didn't know what I was doing. Well, I guess one way of putting it is you would be saying that you didn't even know which В questions to ask of the counsel in order to get an 9 answer that would have been useful? 10 Correct. 11 12 In the process of filling out the renewal application, was this your first contact with the law 13 office of Mr. Sanchez? 14 I don't remember if this was the first 15 contact, because we were also working on another 16 project that was related to assigning governance of 17 the station to a 501(c)(3), and Ernie was involved. 18 Again, this is something I have to refer back in time. 19 This is something that I think Enrique Palacios had 20 started working on with Ernie to file the papers to 21 incorporate a 501(c)(3), that if the recommendation to 22 transfer oversight and management to a separate entity 23 were to take place, Ernie was the one taking care of 24 25 -- I think the term is "incorporation papers."

1	Q This is related to that task force
2	recommendation that has been talked about a little
3	bit?
4	A Correct.
5	Q Conceivably, you had some contact with Mr.
6	Sanchez or his associate in connection with the task
7	force recommendation, and that would have been
8	separate from any contact that you had with him or his
9	associate with respect to the renewal application?
10	A Correct.
11	Q With respect to paragraph 12, that first
12	sentence, do you remember what it was that you had
13	conferred with communications counsel about? It
14	appears there are two aspects here. One is what was
15	actually supposed to be in the public file, and then
16	the second part of it was how to answer the renewal
17	application question. So if we could break that out
18	into two parts, the first being what conferring did
19	you do with respect to what was required to be in the
20	public files?
21	A I can only imagine that my first question to
22	Ernie would have been, so I've received this notice to
23	renew our FCC license, what am I supposed to do. I
24	can remember that I didn't have very many I tried
25	to limit the number of conversations I was having with

- the attorney, because at the same time, the station had to pay its own bills, and I was trying to raise
- the funding so that we could continue to receive our
- 4 federal funds. I was very cost conscious, in knowing
- 5 that every time I --
- Q We do that, don't we, every time you pick up
- 7 the phone.
- 8 A I was very cognizant of that. Again, I
- 9 think this is an area where not knowing how heavily I
- needed to rely on counsel's advice, I tried to do
- 11 everything on my own.
- 12 Q So in terms of conferring with
- 13 communications counsel regarding what was required to
- be in the public files, do you have any recollection
- at all as to what information you may have received
- relative to what was supposed to be in the public
- 17 files?
- 18 A I can't remember anything except that prior
- 19 to submitting the application as completed to the FCC,
- 20 I did ask Ernie to take a look at it before I sent it.
- 21 That's really the only distinct memory I have of
- working with Ernie on the application.
- 23 Q But this sentence was drafted as it was, I
- 24 take it, because there had been a conferral of some
- 25 kind.

1	A lean, I can lead that, I just don't
2	remember what it was.
3	Q The next sentence reads, "I relied upon my
4	understanding of the advice of counsel, the counsel
5	memorandum on this subject, published by the National
6	Association of Broadcasters, and my knowledge of the
7	files maintained by KALW in responding 'yes' to this
8	question." Do you recall what advice you received
9	from counsel on that that's being referred to in that
10	sentence?
11	A No, I don't.
12	Q Do you recall having a conversation with
13	anyone around the time the renewal application was
14	prepared what the consequences would have been if a
15	"no" answer would have been provided to the Question 2
16	in Section 3 that we have been talking about?
17	A No, I don't recall that.
18	Q Now, reading on in paragraph 12, "At the
19	time I made that response" referring back to the
20	"yes" response "I believed that Ms. Hecht's
21	assessment of the public inspection file was
22	inaccurate and confused, and I did not recall any
23	prior conversation I may have had with Mr. Evans on
24	the subject. I also believed that I had fully
25	accounted for all public issues programs during my
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1	tenure as general manager in the document which
2	Petitioner has labeled 'Exhibit O,' which is what I
3	believed was called for by the question and the rule."
4	Now, Exhibit O was something that we had
5	looked at in this stack of papers, and it consists of
6	dates beginning June 5, 1995, so that would have been
7	approximately one year before you became general
8	manager, or maybe a little bit more than a year. It
9	pertains to one program, that being City Visions.
10	Correct?
11	A Yes.
12	Q Your understanding at the time you signed
13	this declaration was that this Exhibit O was all that
14	the FCC rules required in terms of quarterly lists for
15	purposes of the renewal application Question III(2)?
16	A Yeah, with some explanation. The concepts I
17	was dealing with were we needed to show in the public
18	file a sense that we were covering issues that were of
19	importance to the community, so I asked the producers
20	to create the list to put into the file to make it
21	complete. As I look at this exhibit, I don't think
22	that I would have believed that the file was complete
23	based on this list here, because it starts with 1995.
24	Q As opposed to going back to 1991, when the
5	license term started?

•	
2	Q So that's one problem with this list.
3	A Correct.
4	Q A second problem would be that it covers a
5	two year plus period and it was prepared all at once,
6	as opposed to prepared quarterly and broken out. Do
7	you know what I'm talking about there?
8	A Yeah, I think I know what you're talking
9	about.
10	Q The rule refers to a list being prepared
11	quarterly, every three months, so obviously, this list
12	didn't meet that requirement.
13	A Yeah, but when I got to the station the file
14	didn't include this information. I needed to correct
15	the fact that it wasn't there to make the file
16	complete by creating a list. I think I understand
17	what you're saying, that it's not organized by
18	quarter.
19	Q That's just one thing that sort of jumps
20	out.
21	A Yeah, because it was generated all at one
22	time, and I see that that's wrong now.
23	Q When paragraph 12 was put together and you
24	were stating that your understanding was that Exhibit
25	O was sufficient because of the various things that
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Correct.

7	are mentioned here, did you have a conversation with
2	anybody where it was pointed out to you that that just
3	couldn't possibly satisfy the FCC's rules?
4	A I don't remember having any kind of
5	conversation.
6	(The document referred to wa
7	marked for identification as
8	Ramirez Exhibit No. 9.)
9	BY MR. SHOOK:
10	Q Now, I want to show you another declaration.
11	This is not one that you did. This is one from Mr.
12	Helgeson. The two paragraphs that I want you to focus
13	are on paragraphs 3 and 4. If you could just read
14	those to yourself, and then I'll ask you a question or
15	two about them. First of all, with respect to
16	paragraph 3, did Mr. Helgeson have responsibility for
17	maintaining that four drawer file cabinet?
18	A Yeah, Bill had responsibility for the
19	cabinet because it was in his area. I don't know who
20	else was responsible for the filing cabinet.
21	Q So it's conceivable that somebody in
22	addition to Mr. Helgeson had responsibility for the
23	contents of the cabinet?
24	A Is it conceivable? No, it's not
25	conceivable. It was Bill's filing. See, I call it
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- 1 -- it was Bill's filing cabinet by virtue of the fact
- 2 that it was the one next to his desk.
- 3 Q But you didn't take it upon yourself to have
- any responsibility for that file cabinet? In your
- 5 mind, that wasn't your job to take care of that file
- 6 cabinet?
- 7 A Correct.
- 8 Q Had you specifically assigned him the
- 9 responsibility for taking care of that, or was it
- something that happened essentially by default, that
- 11 because the file cabinet was next to his desk, that's
- 12 his responsibility?
- 13 A It was the latter, by default. I didn't
- assign Bill the responsibility for maintaining the
- 15 filing cabinet. That's the way it was when I got to
- 16 the station.
- 17 O Moving on to paragraph 4, the one sentence
- 18 paragraph. He states that he's aware of and has
- 19 assisted with an ongoing affirmative effort since the
- 20 arrival of Jeffrey Ramirez as general manager to
- 21 update and maintain the station's public inspection
- 22 file. Is that an accurate statement, an ongoing
- 23 effort since your arrival?
- 24 A I can't say that it's accurate, because I
- 25 didn't understand the responsibility of maintaining

on. 2 From what you've told us, you really didn't Q 3 know that there was anything that had to be done 4 relative to the public file until essentially the 5 renewal application material showed up, and one of the questions was have the documents been placed in the 7 public file that were supposed to be placed there at 8 the appropriate times. As I understood your 9 testimony, it was at that point that you understood 10 that there (a) was a public file and (b) there was 11 12 something that you had to do about it. Yeah, that's correct. In my approach to 13 working at the station, it was one big project at a 14 time. The first big project, get the station moved, 15 get it settled. The next project I don't think was 16 the license renewal. The next project was working 17 with the -- I can remember working with the principal 18 19 of the high school to find out some way or to -- I 20 didn't always have the impression that she welcomed the fact that the station was put into her high 21 school, so I had to work out the working arrangements 22 between who parked where out in the parking lot, 23 24 because we shared the parking lot. 25 Things like -- the school bell was located Heritage Reporting Corporation

the public file or what had to be in there from later

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right outside in the hallway, and, gosh darn it, the 1 school bell happens to go off at the top of the school 2 bell when the mike's open. Then there were the other 3 priorities of we had to make changes and undertake 4 work activities to make sure that we were meeting the minimum criteria to continue to receive federal funding. Those really were the things that were on my 7 mind and consuming most of my time. You know, it sounds like I was really put in 9 the position of not managing strategically but really 10 managing by response or managing by reacting to 11 whatever fire truck I had to be on that day. 12 I think we call it crisis management. It's 13 something that we do in our lives all the time, I'm 14 afraid. Did you ever have any conversation with Mr. 15 Helgeson in terms of what responsibilities, if any, he 16 had in terms of the public file? 17 I can't remember anything. 18 Do you have any knowledge as to who drafted 19 Mr. Helgeson's declaration? 20 No. I don't know. I can only assume -- it 21 looks like it's in the same format as mine, so it 22 would have been the same -- so I imagine it would have 23 been done in the same manner. 24

Basically, you don't know, and it's

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25

Okay, Yeah, I don't know. I think you've indicated that it was shortly 3 4 after these declarations that you left the employ of San Francisco Unified School District? 5 Correct, in January 1998. Α 6 7 So I guess it would have been within days of 0 signing your declaration, since your declaration. I 8 think, was signed January 17. If you look at page 6, 9 it will show you when you executed it. 10 I'll accept that. 11 Α So your leaving would have been almost 12 within days after signing this? 13 Yeah. I remember my last day was 14 January 30. 15 Since leaving the employ of the San 16 Francisco Unified School District, have you spoken to 17 anyone about the KALW public inspection file? 18 In working backward in time, in July of this 19 year, Ernie gave me a courtesy call to let me know 20 that the FCC notice of hearing had been released. 21 Prior to that time, I don't remember having any 22 23 conversations. 24 Since leaving the employ of the San

perfectly acceptable to say you don't know.

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Francisco Unified School District, have you spoken to

1	anyone about the issues programs lists for KALW?
2	A No.
3	Q Since leaving the employ of the San
4	Francisco Unified School District, have you spoken to
5	anyone about ownership reports or supplemental
6	ownership reports for the San Francisco Unified School
7	District?
8	A No.
9	Q I think I've already asked this, but in case
10	I haven't, since leaving the employ of the San
11	Francisco Unified School District, have you spoken to
12	anyone about the certification to the renewal
13	application?
14	A No.
15	(The document referred to wa
16	marked for identification as
17	Ramirez Exhibit No. 10.)
18	BY MR. SHOOK:
19	Q The next document I'm going to show you is
20	letter that was sent by the staff of the FCC back in
21	February 2001.
22	A Should I read it?
23	Q Just to yourself. You can skip it, because
24	if it's something that you haven't seen before, that
25	should be fairly apparent.

Yeah, I haven't seen this before. 1 Were you aware that the Commission staff had 2 sent such a letter to the San Francisco Unified School District? 5 Α No. Was there a time before you were alerted to 6 the fact that we may have this hearing that the Commission had any concerns about the school 8 district's renewal application certification, vis-a-9 vis the condition of the KALW public inspection file? 10 Α From the day I left the station to July? 11 No. 12 Now, in response to the FCC's letter, this 13 is what the school district sent. So what I have here 14 15 is not just the letter itself, but with all the 16 attachments. Do I just scan this? 17 Right. You can just scan the body of the 18 letter, as opposed to all of the attachments. We can 19 talk about the attachments in a bit, some of them, not 20 all of them. First of all, have you ever seen this 21 letter before, the letter that was sent by the school 22 district to the FCC staff? 23 24 А No. 25

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Now, focusing your attention on page 3, page

- 3 is talking about ownership and supplemental reports.
- 2 If you would, please, just read that to yourself.
- 3 Read the question and then read the response. Now,
- 4 first of all, in reading the question and the
- 5 response, do you know what ownership reports or
- 6 supplemental ownership reports are being referred to
- 7 here?
- 8 A Yeah, I do know now.
- 9 Q What is it that you know now?
- 10 A I want to make sure I follow up your first
- 11 question right. So what I know now is that this in
- incorrect statement, because it was after we filed the
- application, the license renewal that we understood --
- or that I understood -- that there were supplemental
- reports that needed to be in the file that conveyed a
- 16 change in the ownership.
- 17 Q So you remember preparing something about
- 18 the time the petition to deny came in relative to
- 19 supplemental ownership reports for certain years?
- 20 A It was certainly after we filed the renewal
- 21 application. I don't have a precise bearing on where
- 22 it fit in with the petition.
- 23 Q But what you do remember is preparing
- 24 supplemental ownership reports that to your
- understanding should have been prepared earlier and